Abstract

Using media effects research as a theoretical framework, this paper examines empirically the impact of media representations such as movies, guidebooks, and magazines on destination image. Past research has focused on either representations or image, but rarely on both. Based on a systematic comparison of the former with the latter, it is argued that the impact of media representations on image falls between a strong and negotiated influence. The analysis is based on data collected from tourists in Lhasa, Tibet. The paper documents tourism issues in a renowned but little studied destination.

Abstract

Effets médiatiques sur l'image: le cas du Tibet. Employant comme cadre théorique la recherche sur les effets médiatiques, cet article examine empiriquement l'impact des représentations médiatiques (comme les films, magazines et guides touristiques) sur les images de destination. Jusqu'à présent, la recherche s'est concentrée sur les représentations ou...
maintenant, la recherche a concentrée sur les représentations ou l'image, mais rarement sur les deux à la fois. En les comparant systématiquement, il est avancé que l’impact des représentations médiatiques sur l'image se situe entre une influence forte et négociée. L’analyse s'appuie sur des données recueillies auprès de touristes à Lhassa au Tibet. L'article décrit des questions de tourisme à une destination renommée mais peu étudiée.

Keywords
media effects; destination image; movies and other media; Tibet; popular culture

Mots-clés
effets médiatiques; image de destination; films et autres médias; Tibet; culture populaire

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Julien Mercille (Department of Geography, University of California-Los Angeles, Los Angeles, CA 90095, 1524 USA, Email: mercille@ucla.edu) studies mass media issues, as
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